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Sno White
Cleaners & Launderers
Providing Quality and Service for Over 32 years

8002 Flatlands Avenue
Brooklyn, New York 11236

(718) 444-6883

March 1, 1999

Secretary
Federal Trade Commission
Sixth & Pennsylvania Avenue NW.
Washington, DC 20580

To Whom It May Concern:

Please note I am the proprietor for more than 30 years of SnoWhite Dry Cleaners, 8002 Flatlands Avenue, Brooklyn, New York. I have 17 employees to operate my business. Approximate size - 2,500 square feet and value is \$500,000 - 14 year lease.


The industry is opposed to the Commission's levy case labeling ~~as~~ only one appropriate method of care for their garments; ^{multiple} care procedures can be provided at a reasonable cost. Consumers wish to make informed choices, and the FTC needs to access consumer opinion. ^{alternate} labeling allows for the inclusion of new care methods.

Consumer advocacy and the regulatory agency could produce a Care Label Rule of enormous benefit to the consumer. However, the workshop took place only one month before the record is to be closed; time is needed for networking to reach a stage where compromise and consensus can be made. The Care Label Rule although a mandate will be strengthened by a collaborative effort.

The industry is in need of more time so that it can conduct a Customer Survey to ascertain consumers preferences in terms of care information.

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Sincerely,


Zane Reisman
SnoWhite

cc: N.C.A.